

State of Wisconsin Police Traffic Services

2004



Program 04-04

POLICE TRAFFIC SERVICES

I. GOALS and OBJECTIVES

A. Goals

Goal: To decrease the number of speed-related crashes to 19,192 by end of 2004, to 17,273 by end of CY2007 and to 15,546 by end of CY2009; and to decrease the number of people killed or incapacitated in these crashes to 1,662 by end of CY 2004, to 1,604 by end of CY2007, and to 1,525 by end of CY2009.

1994 Baseline: 24,809 crashes and 2,473 killed or incapacitated

Goal: To decrease the number of fatal or A-injury crashes resulting from other reported "aggressive driving behavior" to 1,922 by end of CY2004, 1,826 by end of CY2007, and to 1,735 by end of CY2009; and to reduce the number of people killed or incapacitated in these crashes to 2,785 by end of CY2004, to 2,646 by end of CY2007 and to 2,514 by end of CY2009.

1994 Baseline: 2,987 crashes and 4,219 killed or incapacitated

B. Objectives

Objective 1: To decrease the number of speed-related crashes to 19,192 by end of 2004 and decrease fatalities and incapacitating (A) injuries resulting from these crashes to 1,589 by the end of CY 2004.

Performance Measure: The number of speed-related crashes in which at least one driver received a citation for speeding, or for which PCCs including one or more speed-related cause were recorded by the responding law enforcement officer; the number of fatalities and incapacitating injuries sustained in such crashes.

Baseline: In 1994, 24,809 or 14.6% of all crashes, 242 or 15% of all fatalities and 2,231 or 17.7% of all injuries were speed-related. Three-year average for 1994-1996 was 24,598 or 15% of crashes, 223 or 14% of fatalities and 2,051 or 17.9% of injuries.

Status: In 2002, 270 people were killed and 1,499 people sustained incapacitating injuries in 20,660 crashes for which speed was a possible contributing circumstance.

Objective 2: To decrease the number of fatal and incapacitating aggressive driving-related crashes to 1,922 and decrease the fatalities and incapacitating injuries resulting from these crashes to 2,785 by end of CY 2004.

Performance Measure: The number of aggressive-driving-related crashes in which at least one driver received a citation, or for which PCCs including one or more aggression-related behavior were recorded by the responding law enforcement officer; the number of fatalities and incapacitating injuries sustained in such crashes.

Baseline: In 1994, 2,987 or 41.8% of all fatal and incapacitating crashes, and 4,219 or 45.3% of all fatalities and incapacitating injuries were aggression-related. Three-year average for 1994-1996 was 2,716 or 40.9% of fatal and incapacitating crashes, and 3,847 or 44.4% of fatalities and incapacitating injuries.

Status: In 2002, 2,848 people were killed or sustained incapacitating injuries in 2,086 crashes for which driver aggressive behaviors were possible contributing circumstances.

Objective 3: To decrease the number of rural crashes to 56,794 by end of CY2004; decrease associated fatalities to 595 and injuries to 25,980 by end of CY 2004.

Performance Measure: The number of reportable crashes in which the responding law enforcement officer recorded the crash as occurring in a rural location; the number of fatalities and injuries sustained in such crashes.

Baseline: In CY1994, 69,749 rural crashes resulted in 566 deaths and 5,033 injuries. The 1994-1996 three-year average was 68,836 crashes, 594 deaths and 4,744 injuries.

Status: In CY 2001, 59,783 rural crashes resulted in 626 deaths and 24,685 injuries.

C. Related National/State Goals

The National Highway Traffic Safety Administration's national traffic law enforcement objectives for 2003 are to increase seat belt use and to reduce impaired driving, speeding, aggressive driving and other unsafe driving acts; to expand training designed to reemphasize a broad-based traffic enforcement program and expand training for law enforcement, prosecutors and judges to heighten emphasis on aggressive driving.

II. ESTIMATED BUDGET

POLICE TRAFFIC SERVICES 04						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
04-04-01	Program Mgmt	65,000	10,000	0	75,000	16,250
04-04-02	PI&E	50,000	5,000	5,000	60,000	25,000
04-04-03	Training	30,000	10,000	90,000	130,000	15,000
04-04-04	Speed Enforcement	400,000	20,000	200,000	620,000	300,000
402 TOTAL	(PT)	545,000	45,000	295,000	885,000	356,250

III. PROBLEM IDENTIFICATION and PROGRAM JUSTIFICATION

Police Traffic Services include the enforcement of traffic laws, training in traffic enforcement skills, and crash and injury prevention activities such as leadership and outreach in communities to encourage safety belt and child safety seat use, use of helmets and protective gear, and support for community-based efforts to discourage speeding, aggressive driving and other unsafe driving behaviors.

All grants for law enforcement activity require that participating officers be trained in TOPS and SFST by CY2004, and that participating agencies coordinate their traffic patrols with other local safety activities and with state and national mobilizations or waves of enforcement.

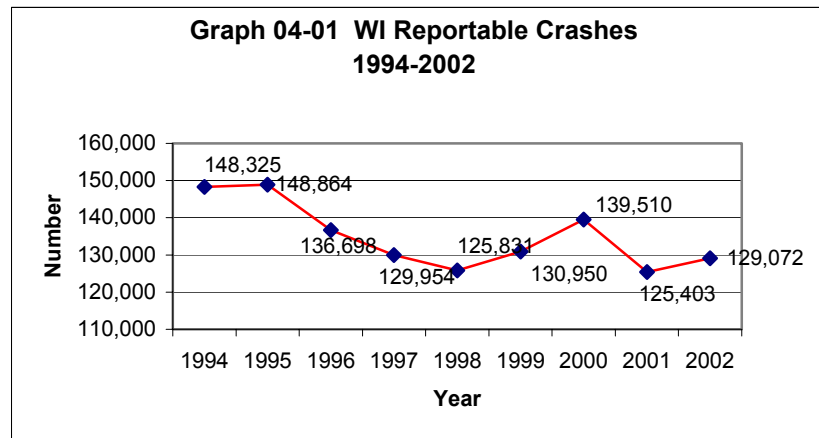
In a 2002 telephone survey of a sample of 750 licensed drivers randomly distributed throughout Wisconsin, respondents perceived speeding to be the most commonly violated traffic law. The majority of respondents admitted to exceeding the limit by up to 5 mph habitually. Ninety percent of respondents indicated that speeding is a serious problem in Wisconsin, second only to impaired driving, but they felt that speeding in their community was no worse than anywhere else in the state.

Eighty-three percent of respondents felt that aggressive driving is a serious problem. Nearly all deny running stop signs or red lights. More than 80% felt that running stop signs or red lights represents a serious problem, but again felt that their community was no worse than anywhere else

in the state. Just under two-thirds of respondents think the level of traffic law enforcement in Wisconsin communities and on Wisconsin highways is adequate. Eighty-three percent were unaware of any special traffic enforcement programs in their community.

A. Magnitude and Severity of Driver Behavior-Caused Crashes

In 2002, Wisconsin law enforcement officers reported 129,072 traffic crashes, an increase of 3,669 (3%) from 2001 and a decrease of 19,253 (13%) from 1994. The number of reportable crashes peaked in the mid-nineties and trended generally downward until 1998, but the trend has reversed since that year and has continued through the first quarter of 2003.



B. Risk Factors for Crash Involvement and Injury

The reporting officer indicates on Wisconsin crash report form (MV4000) one or more “possible contributing circumstances” (PCCs) that in his opinion contributed to crash causation. These PCCs may include roadway, vehicle or driver factors. Driver factors may include driver behaviors or driver condition (generally alcohol or drug impairment). An officer may report a driver PCC, but not issue a citation for a crash. Although more than one possible contributing circumstance can be reported, the PCCs provided in the chart below consider only the primary one.

TABLE 04-02: POSSIBLE CONTRIBUTING CIRCUMSTANCES 2002 CRASHES											
PCCs - All Crashes											
Type	Alc	Speed	SpdAlc	FailContr	Overtake	Maneuver	FTY	Innatent	All other	NoDriver	Total
Jan/June	2,879	10,211	1,348	2,816	6,112	3,074	9,289	10,988	1,390	13,242	
Jul/Dec	3,209	7,729	1,372	3,066	7,348	3,242	10,189	11,873	1,519	18,176	
Number	6,088	17,940	2,720	5,882	13,460	6,316	19,478	22,861	2,909	31,418	129,072
% Total	4.7%	13.9%	2.1%	4.6%	10.4%	4.9%	15.1%	17.7%	2.3%	24.3%	

PCCs - Fatal Crashes											
Type	Alc	Speed	SpdAlc	FailContr	Overtake	Maneuver	FTY	Innatent	All other	NoDriver	Total
Number	134	108	132	28	59	4	87	95	16	60	723
% Total	18.5%	14.9%	18.3%	3.9%	8.2%	0.6%	12.0%	13.1%	2.2%	8.3%	

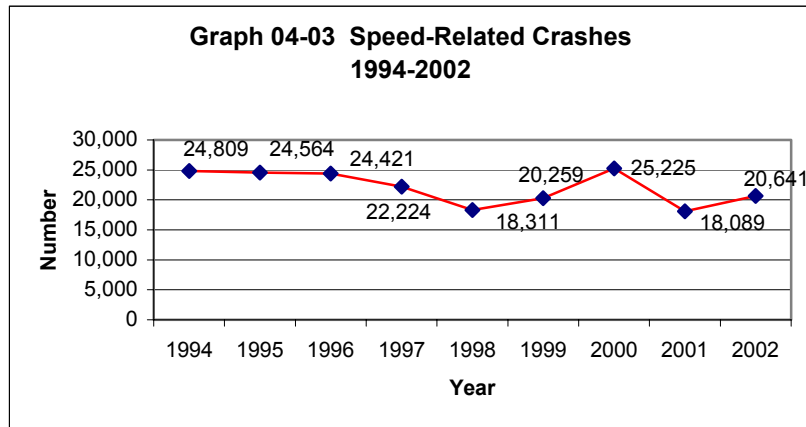
Source: DMV

In 2002, the investigating officer cited a Possible Contributing Circumstance (PCC) for at least one driver in 75% of all crashes and in 91.7% of fatal crashes. This may mean that vehicle or roadway factors were Possible Contributing Circumstances for the remaining crashes, or it may represent incomplete reporting. Note: only the primary PCC is reported.

Speed

A "speed-related crash" is defined as a crash in which at least one driver involved in the crash received a citation for speeding or was listed on the crash report as "exceeding the speed limit" or "speed too fast for conditions." Of the 129,072 crashes reported in 2002, 20,660 (16%) were speed related. These speed-related crashes resulted in 270 deaths and 11,461 injuries, 1,499 of which were incapacitating to the victim.

In 2002, speed was listed as the primary PCC in 17,940 (13.9%) of the reported crashes and in 108 (14.9%) of the 723 fatal crashes.



Source: WisDOT Crash Database

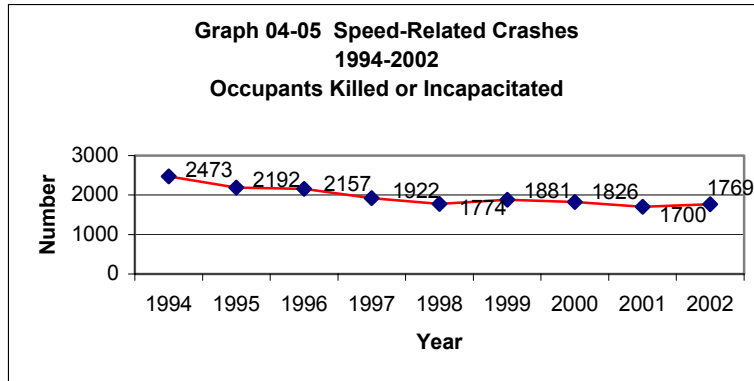
The trend in speed-related crashes has been generally downward since 1994, but fluctuations in recent years are worrisome and may represent a reversal of the trend line.

Table 04-04 -- WISCONSIN SPEED CRASH DATA 1994-2002

SPEED CRASH EFFECTS	1994	1995	1996	1997	1998	1999	2000	2001	2002	94--96 3-yr av	00-02 3-yr av
Speed-Related Crashes	24,809	24,564	24,421	22,224	18,311	20,259	25,225	18,089	20,660	24,598	21,325
Speed-Related Fatalities	242	213	214	214	203	203	231	248	270	223	250
Speed-Related Injuries	14,450	14,197	14,442	13,091	11,439	12,196	13,457	10,981	11,461	14,363	11,966
Speed-Related A-Injuries	2,231	1,979	1,943	1,708	1,571	1,678	1,596	1,452	1,499	2,051	1,516
Total K+A	2,473	2,192	2,157	1,922	1,774	1,881	1,826	1,699	1,769	2,274	1,766

Source: WisDOT Crash Database

The trend in occupant deaths and injuries has been generally downward since 1994, although it has slowed in the past few years.

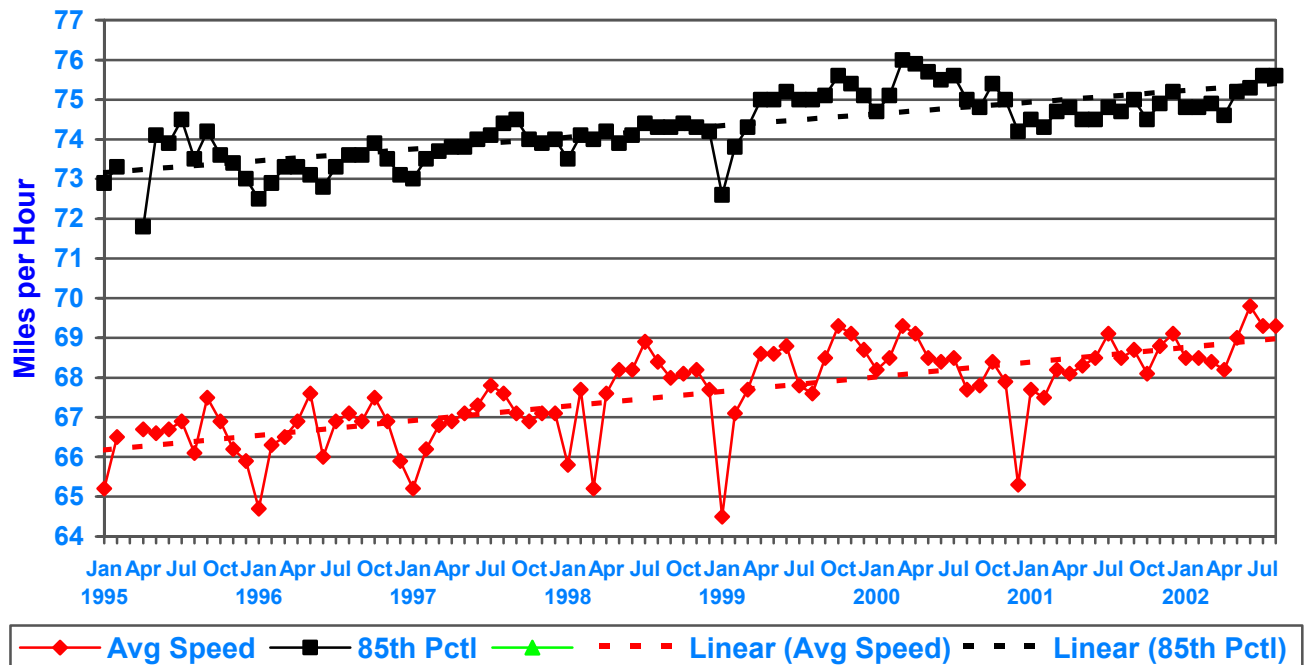


Source: WisDOT Crash Database

During 2002, speed-related crashes, fatalities and injuries increased over 2001. Contributing factors may have included higher speeds on most roads and decreased safety belt use.

Some speed-related crashes in 2002 (132 fatal and 2,720 total) involved both speed and alcohol. "Alcohol-related crashes" are ones in which at least one driver involved in the crash was listed on a police or coroner report as drinking alcohol prior to the crash. Speed-Alcohol crashes are considered to be alcohol-related crashes because speeding is only one of many bad decisions made by an impaired driver. The most effective interventions are aimed at separating the impaired person from the vehicle before they drive. Alcohol and speed combined also contribute to ejection of unbelted drivers and passengers.

Chart 04-06: SPEEDS on WI RURAL 4-LANE ROADWAYS
(Posted @ 65 mph prior to June 1996)
Average & 85th Percentile Speed
(January 1995 – August 2002)



Speeds have increased steadily on rural 2-lane and 4-lane roadways since the reinstatement of the 65 mile per hour speed limit on freeways and expressways. The increase is more marked on the 4-lane roadways, but the effects in terms of speed-related crashes are greater on the 2-lane roadways. In 2002, 85% of drivers traveled at 76 mph or slower and the average speed was just above 68 mph on rural 4-lane roadways. The dips in speed limit associated with periods of snow and adverse weather in prior years did not occur during 2001 or 2002.

Aggressive Driving

In a 1999 NHTSA survey on aggressive driving attitudes and behaviors, more than 60% of drivers perceived unsafe driving by others as a major personal threat to themselves and more than half admitted to driving aggressively on occasion. Although there is no single accepted definition of aggressive driving, NHTSA defines it as "operating a motor vehicle in a manner that endangers or is likely to endanger people or property."

Aggressive drivers are high-risk drivers. They are more likely to drink and drive, speed, or drive unbelted even when not being aggressive. They act as though their vehicle provides anonymity, allowing them to take out driving (and non-driving related) frustrations on others. Their frustration levels are high and concern for other motorists low; they consider vehicles as objects and fail to consider the human element involved. Roadway congestion is a big contributing factor to driver frustration and a trigger to aggressive driving behaviors.

Aggressive driving is generally considered to consist of combinations of several high-risk behaviors which, taken singly, do not represent aggression. These behaviors include exceeding the posted speed limit, following too closely or tailgating, erratic or unsafe lane changes or weaving in and out of traffic, improperly signaling lane changes; running stop signs, disobeying red lights, passing on the right, flashing lights, blowing horns, or making hand and facial gestures.

Wisconsin, like most states, does not have a citation for "aggressive driving." For tracking and evaluating "aggressive driving" deaths and injuries, an "aggressive driving behavior crash" is defined as one in which at least one driver was cited for exceeding the speed limit, speed too fast for conditions, failure to yield right of way, failure to obey traffic sign or signal, following too close, driving left of center, improper overtake OR a crash in which "driver behavior" was noted by the responding law enforcement officer as a PCC on the MV4000 crash report form.

Table 04-07: Aggressive Driver Behaviors and Crashes 1994-2002							
	1994	1995	1996	1999	2000	2001	2002
Aggressive K&A Crashes	2987	2659	2503	2245	2281	2040	2086
Total K&A Crashes	7154	6551	6231	5707	5639	5140	5318
% Aggressive Crashes	41.8	40.6	40.2	39.3	40.4	39.7	39.2
Aggressive K&A Injuries	4219	3700	3622	3185	3165	2784	2848
Total K&A Injuries	9320	8489	8214	7357	7242	6588	6685
% K&A Injuries	45.3	43.6	44.1	43.3	43.7	42.3	42.6

Source: WisDOT

The number of "aggressive driving" crashes in which the worst injury was a death or incapacitating injury has decreased by 30% since 1994. Aggressive driving crashes represent 39% of all fatal and A-injury crashes and 42.6% of all fatalities and A injuries.

Table 04-08: Driver Aggressive Behaviors, Crashes and Fatalities 2001		
Behavior	Total Crashes	Fatal Crashes
Failure to Yield ROW	19,477	75
Improper Overtake	13,157	51
Disregarded Traffic Sign or Signal	5,832	29

Source: DMV

Inattentive Driving

Inattentive Driving is a catch-all category, including everything from distracted driving to drowsiness, and thus is extremely difficult to countermeasure. During 2002, a PCC for Inattentive Driving was listed for 25,852 crashes, 155 fatalities and 14,861 injuries. This represents 20% of Wisconsin's traffic crashes and deaths, and more than 25% of all traffic injuries during 2002.

Location: Rural Crashes

More than four times as many fatal crashes (583) occurred on rural roadways than urban (142) in 2001, but more injury crashes occurred on urban roadways (22,541) than on rural (17,093). 653 people were killed and 25,242 were injured in crashes on rural roadways. 142 people were killed and 35,534 people were injured in crashes on urban roadways.

Table 04-10:2002 Crashes by Highway Class and Severity				
Hwy Class	Fatal	Injury	PDO	Total
Local Street/Road	198	20,460	42,621	63,279
County Highway	171	4,218	11,186	15,575
State Highway	310	12,711	28,779	41,800
Interstate System	44	2,245	6,129	8,818
Total	723	39,634	88,715	129,072

Source: DMV Crash Database

Location: Intersection

Nationally nearly half of all crashes and about 20% of all fatal crashes occur at intersections. In Wisconsin, 198 fatal and 19,255 injury crashes occurred at intersections during 2002. Many of these crashes resulted from aggressive driving behaviors, but a recent national review of intersection crashes indicates that the best countermeasures for these crashes involve engineering changes and automated enforcement technologies.

Month and Time of Crash

Weather appears to have a considerable effect on crash occurrence. Speeds fall during periods of adverse weather, and although minor crashes may increase, those causing serious death and injury decrease.

In all crashes on rural and urban roads, September had the greatest number of fatalities, followed by August, November and December. The greatest number of injuries occurred during the months of May through October.

Speed-related crashes are most frequent during commute hours: 7-8 a.m. and 3-6 p.m. More persons were killed in nighttime speed related crashes: 10 p.m.-3 a.m. Speed-related injuries were most frequent during the early morning hours of 3 - 8 a.m.

Municipality Type

A recent study of high-risk driver behaviors reported that community development patterns are a significant factor in high-risk driver crash deaths. If a community has high transit use, with biking and walking populations, its death rate was lower than communities characterized by urban sprawl. The latter communities have more high-speed arteries and higher population that contribute to congestion.

Table 04-11: 2001 Crashes by Municipality Type and Severity				
Municipality	Fatal	Injury	PDO	Total
City	130	22,408	42,321	64,859
Town	521	14,238	36,858	51,617
Village	33	2,713	6,181	8,872
Total	684	39,359	85,360	125,403

Source: 2001 DMV Crash Database

IV. STRATEGIES FOR DECREASING DEATHS & INJURIES

A. Strategies Selected for 2004

Strategy – Targeted Traffic Law Enforcement

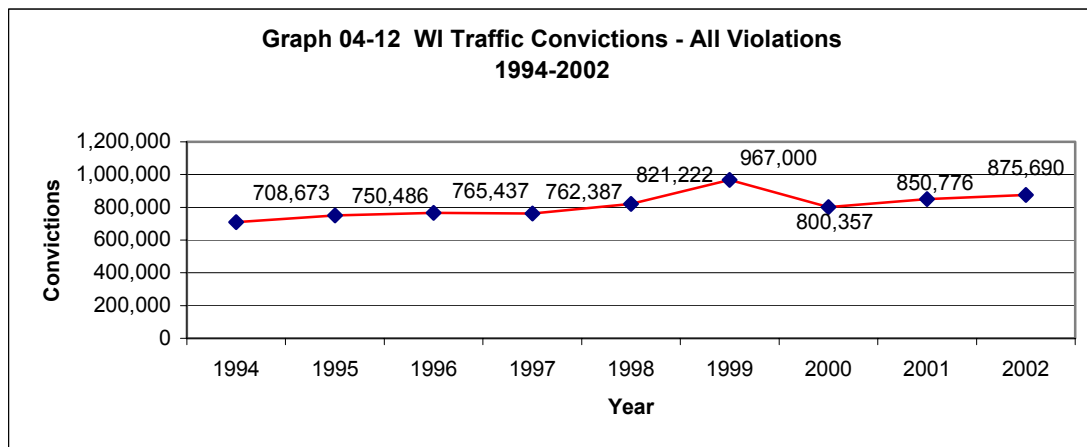
Specialized enforcement projects such as speed waves, aggressive driving patrols, red-light running campaigns and the like may contribute to the public's awareness of specific types of unsafe driver behaviors at the same time that the presence of traffic patrols serves as a general deterrent to the wide variety of undesirable behaviors that are not being targeted.

Crashes caused by speeding, aggression and other risky driver behavior must be addressed by multiple strategies, of which traffic law enforcement is a major component. However, enforcement is only briefly effective if performed as a stand-alone strategy. A 2003 University of Toronto/University of California study showed that receiving a traffic ticket reduces a driver's chance of being involved in a fatal crash by 35%, but that the effect only lasts for several weeks and within 3-4 months, the risk of being involved in a fatal crash returns to the pre-ticket level. It may safely be assumed that the mere presence of traffic officers will have even less effect on an individual's long-term behavior.

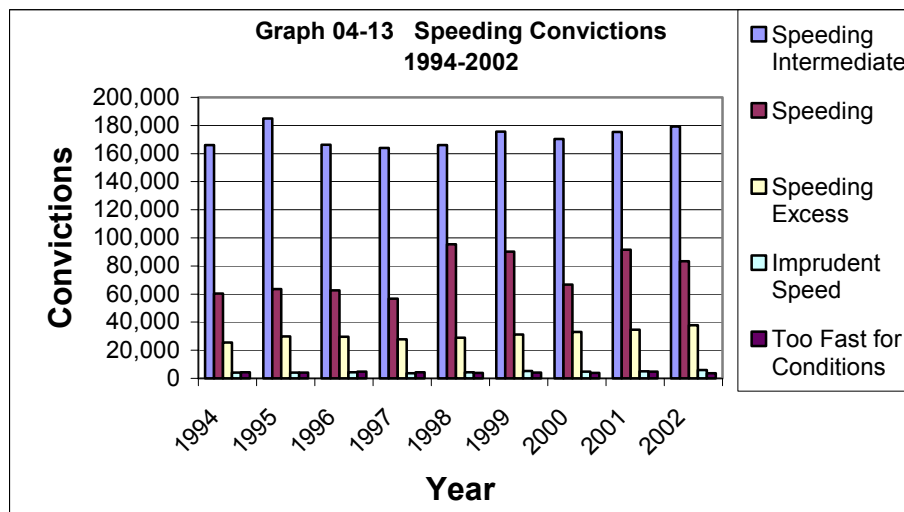
Many studies have demonstrated that combinations of strategies that increase the public's perception of risk of immediate negative consequences (i.e., a citation and fine), and maintain this perception over time, are the most effective use of traffic law enforcement time. In the long run, community attitude shifts changing the definition of "acceptable" behavior have the greatest potential for decreasing negative driver behaviors. The public needs to accept that officers are contributing to public health and safety by enforcing traffic laws; this attitude shift is best accomplished through Safe Community and other community-based coalitions. Law enforcement cannot be expected to make these changes alone.

The Federal Highway Administration and its partners have finalized a comprehensive national intersection safety agenda. It proposes multiple strategies, beginning with better data, emphasizing individual responsibility, applying engineering improvements and using technologies such as red-light-running cameras.

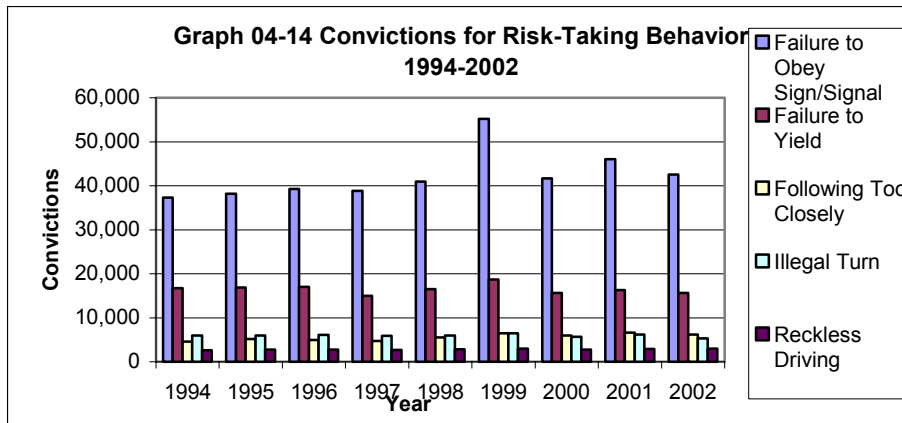
In Wisconsin, the number of convictions for speeding, aggressive driving and inattentive driving indicates both the incidence of the behaviors and the ability and willingness of law enforcement and prosecutors to address them with enforcement strategies.



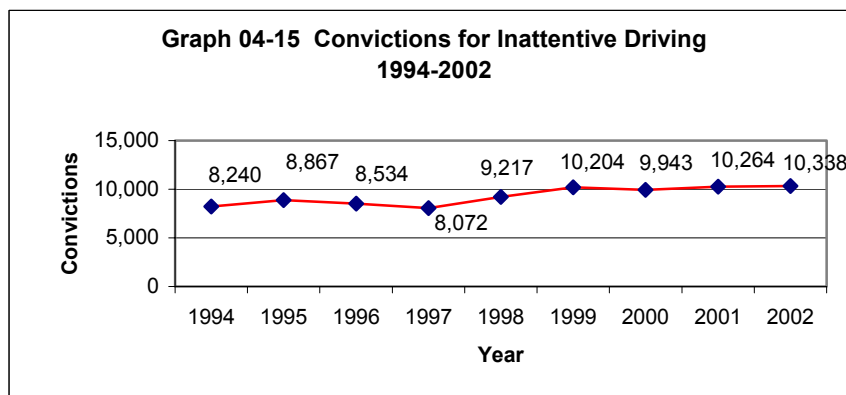
The previous graph shows a slow climb in total convictions with a relatively sharp drop in 2000. The increase to 850,776 in 2001 is largely due to a considerable increase in safety belt citations, which carry no points and a negligible fine.



Speeding intermediate is the most commonly cited traffic offense in Wisconsin.



Convictions for Risk-taking behaviors show no clear trend either as a whole or for individual violations.



Wisconsin has a complex organization of autonomous state, county and local law enforcement agencies from which voluntary participation must be sought. The state has no single agency responsible for the administration of public safety or traffic law enforcement.

The Wisconsin Department of Justice (DOJ): The DOJ provides legal advice and representation, criminal investigation, officer training and other services. The Attorney General, an elected official, directs the DOJ. The DOJ Division of Law Enforcement Services provides technical and scientific assistance to state and local agencies and maintains files pertaining to criminal behavior. Within that division, the Bureau of Training and Standards is primarily responsible for the administration of Law Officer training in Wisconsin. DOJ has no traffic law enforcement unit, but does have a Community Policing Specialist.

The Office of Justice Assistance (OJA). OJA, located in the Department of Administration (DOA,) administers federal grants and is responsible for maintaining information systems such as the Uniform Crime Reports and information regarding law enforcement employment and approximate percentages of jurisdictional population, summarized in an annual publication, *Crime and Arrests in Wisconsin*.

WisDOT Division of State Patrol: The Division of State Patrol, located within the Wisconsin Department of Transportation, is organized into seven districts led by Patrol Captains. The number of sworn traffic officers of all ranks is limited by statute to 405 (Wis. Stats., sec. 110.07(l)). WSP troopers investigate about 4% of all crashes, and write more than 35% of statewide total citations. Each District may coordinate its enforcement efforts with those of the counties and municipal agencies within district boundaries. The State Patrol also manages the state radio tower system and the Motor Carrier Safety Assistance Program (MCSAP), and operates the Wisconsin State Patrol Academy to train state, county and local law enforcement officers. The Wisconsin State Patrol had the first safety belt policy in the nation (1956).

County and Municipal Law Enforcement Agencies: Wisconsin has 640 law enforcement agencies; 72 county enforcement agencies and 215 municipal enforcement agencies employ at least one full-time sworn officer. However, the data are clear – most of Wisconsin’s crashes are reported by county and city enforcement officers. The burden of responding to crashes, maintaining scene safety and investigating and reporting the crashes falls totally within their local budgets. Because they are also responsible for calls for service, including crimes, disturbances, citizen assistance and the like, large amounts of local enforcement resources must be juggled to meet priority needs, which may not be traffic.

Table 04-16: 2002 Crashes by Reporting Agency Type by Severity				
Reporting Agency Type	Fatal	Injury	PDO	Total
State Patrol	67	1,640	4,203	5,910
County Sheriff	493	14,083	37,968	52,544
City Police	120	20,409	39,032	59,561
Village Police	16	2,064	4,514	65,94
Town Police	24	1,345	2,795	4,164
Other	3	93	203	299
Total	723	39,634	88,715	129,072

Strategy: Education – Public Information

Enforcement Campaigns: Effective mass media techniques have been shown to increase the motoring public’s perception of the risk of becoming involved in a serious crash or of receiving a citation for unlawful behavior and to improve the immediate and long-term effectiveness of enforcement campaigns. The “Elmira” model of waves of publicity and enforcement has shown success for more than 20 years. Thus, all Wisconsin enforcement activities will include a publicity campaign that precedes the activity and has a message relating to the presence of enforcement patrols and their immediate, high-probability consequences, whether the patrols occur in waves or as a general deterrence activity.

Public education cannot by itself change the motoring public’s attitude regarding the social benefit of obeying posted speed limits or other socially desirable driving behaviors. These attitude changes occur most successfully within communities as outgrowths of community-wide integrated

safety programs such as Safe Community coalitions, in which traffic law enforcement is one strategy employed in concert with public education, community forums and others which in total can change social norms.

Strategy: Training and Technology Transfer

The mandated 400-hour Basic Law Enforcement Recruit training is provided at the technical colleges. Of the 400 hours, only 12 hours are allotted to traffic enforcement training. Employer-based programs such as the State Patrol Academy and the cities of Madison and Milwaukee require more hours of basic training including additional traffic enforcement training. The State Patrol course lasts 23 weeks or 920 hours, including extensive traffic enforcement training and skills development. The Academy also provides a one-week Basic Crash course for officers who want to improve their traffic enforcement skills and offers advanced courses such as crash dynamics or advanced crash investigation.

Effective and ongoing traffic policing, if integrated into other community programs, is a factor in improving or maintaining the quality of life in a community. Traffic enforcement officers need the skills, tools and technology that permit them to make most effective and efficient use of their time. By supporting officers' basic detection skills, technology will improve their ability to enforce the law and to catch criminals.

Strategy: Community Empowerment

At the community level, Madison's model traffic enforcement team, the Traffic Enforcement and Safety Team, was developed because of community concern with speeding and other unsafe traffic behaviors. BOTS is supporting the Brown County Community Traffic Team to develop general written guidelines for Traffic Team projects, including community support, activity and participation criteria, and establishing willingness and capability to financially support this project after highway safety dollars are expended.

Strategy: Enactment of laws, ordinances, policies and procedures

Several statewide professional associations and organizations provide both social and political networks and can also serve as legislative lobbyists. The judicious selection of associations and organizations to target as vital actors in Wisconsin's plan for these belt use enforcement campaigns is an efficient means of reaching a large number of officers in all types of enforcement agencies.

B. Criteria for Project Selection

Priority for Speed/Aggressive Driving Law Enforcement funding will be given to the counties and communities with:

- (1) populations in excess of 10,000 and with many highway miles and other exposure factors;
- (2) the most total crashes or crashes of a particular type with serious injuries and deaths and/or a high injury to death ratio;
- (3) demonstration of willingness to coordinate safety strategies, programs and funds (extra consideration will be given to Safe Communities that include Speed and Aggressive Driving countermeasures into their community-wide planning);
- (4) demonstration of willingness and ability to commit local funding and other match, and to sustain the effort without Highway Safety funds;

- (5) a plan to evaluate the effectiveness of their enforcement activities; and
- (6) a history of using Highway Safety funds effectively and providing timely and complete documentation of project activity.

Priority for Sustained Alcohol Deployments ("Saturation Patrol") funding will be given to counties and communities:

- (1) populations in excess of 10,000 and with many highway miles and other exposure factors;
- (2) the highest number or greatest frequency of crashes or of crashes of a particular type with serious injuries and deaths and/or a high injury to death ratio;
- (3) participating in National Mobilizations for Impaired Driving and Safety Belt;
- (4) producing a plan and schedule for sustained alcohol deployments targeting highest risk times and locations, and coordinated with neighboring communities;
- (5) demonstrating willingness to coordinate this enforcement with other safety strategies, programs and funds (extra consideration will be given to Safe Communities that include Saturation Patrols into their community-wide planning);
- (6) demonstrating willingness and ability to commit local funding and other match, and to sustain the effort without Highway Safety funds; and
- (7) providing a plan to evaluate the effectiveness of these enforcement activities.

Smaller communities may be eligible if they demonstrate problems of unusual scope or unusual buy-in and effectiveness in implementing past Highway Safety projects.

V. ACTIVITIES and ESTIMATED FUNDING by STRATEGY

STRATEGY -- ADMINISTRATION

Activity: 04-04-01-PT POLICE TRAFFIC SERVICES PROGRAM MANAGEMENT

Problem: Short and long-term planning and management of the Police Traffic Services Program and activities in Wisconsin. Coordination with traffic law enforcement activities funded elsewhere in this Plan. Coordination with traffic law enforcement activities funded from other federal, state and local resources.

Objectives: Administer the Police Traffic Services Program, including project development and implementation, training development and implementation, coordination of special projects, BOTS representative to the Traffic Law Enforcement Task Force, Advisor to the Wisconsin Traffic Safety Officers Association and promotion of law enforcement (LE) information on technology and tools, participation in conferences, training, and on appropriate committees.

Resources: \$65,000 for 1.0 FTE, travel, training, DP, M&S.

Self - Sufficiency: None.

Evaluation: Compare program objectives and planned activities with accomplishments and prepare written report on reasons for success or lack thereof. Quarterly and final reviews and Annual report.

STRATEGY -- EDUCATION – Public Information & Education

Activity: 04-04-02-PT PUBLIC INFORMATION AND EDUCATION CAMPAIGNS

Problem:	Perception of risk through effective mass media has been shown to improve the immediate and long-term effectiveness of enforcement campaigns. The "Elmira" model of waves of publicity and enforcement has been successful for more than 20 years. All enforcement activity will include a publicity campaign that precedes the activity and has a message relating to the presence of enforcement patrols and their immediate-high probability consequences, whether the patrols occur in waves or as general deterrence activity. No materials have been developed that are directed to highest risk groups (young male drivers) for speed-related crashes. Driver aggression and driver distraction materials are also lacking.
Objectives:	<ol style="list-style-type: none"> 1. To coordinate PI&E with national mobilizations and state sustained enforcement deployments. 2. To develop materials/ campaigns directed at highest risk drivers for speed and aggression. 3. To reach 25% of the target audiences with appropriate messages and change the behavior of 10% of them. 4. To reproduce and distribute existing materials.
Resources:	\$50,000 for contract for services, production, printing, postage and evaluation.
Self- Sufficiency:	If special local identifiers are needed the community or organization will cover that portion of the printing unless it is incorporated into a specifically approved project.
Evaluation:	BOTS PI&E Evaluation Administrative- number of persons receiving messages. Impact: survey changes in KAB

STRATEGY -- EDUCATION – Training

Activity: 03-04-03-PT LAW ENFORCEMENT TRAINING

Problem:	Specialized traffic law enforcement training is needed on a continuous basis because of turnover of new traffic officers, changes in laws, social attitudes and behaviors and of availability of new enforcement tools, technologies and techniques. At this time there is no database of traffic officer training in WI.
Objectives:	<ol style="list-style-type: none"> 1. To inform 100 law enforcement management and traffic patrol officers about speed and other aggressive driving enforcement "best practices." 2. To support 12 officers representing large associations to attend specialized traffic safety conferences and to disseminate the information they bring back to WI. 3. To support meetings of the Traffic Law Enforcement Task Force. 4. To support the Traffic Officer's Association and conference. 5. To provide law enforcement traffic management with improved briefing tools.
Resources:	\$ 30,000. \$9,000 for LE attendance at conferences, \$7,000 for TLE Task Force meetings and events, \$10,000 for WTSOA reorganization, Annual Conference and meetings; \$4,000 for management briefing tools (fees, travel, and curriculum development, meeting expenses.)
Self - Sufficiency:	On going activity. Match (hard and/or soft may be required).
Evaluation:	Administrative. Trainees complete evaluations. Pre/ Post KAB tests. Curriculum may also be evaluated.

STRATEGY -- ENFORCEMENT

Activity: 04-04-05-PT TRAFFIC LAW ENFORCEMENT

Problem:	Federal guidelines for "Alcohol Saturation Patrols" require a high level of sustained enforcement as well as participation in national mobilizations. Sustained traffic enforcement consists of at least monthly
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patrols covering areas in which more than 80% of the population resides and in which more than 60% of the fatal alcohol crashes occur and/or a disproportionate fatality to crash ratio was observed. In 2002, speed was a contributing cause in 14% of crashes and 15% of all fatal crashes. 39.1% of all fatal and A-injury crashes were listed as caused by aggressive driving actions. While more people were injured in urban crashes, more people were killed in rural crashes in 2002.

Objectives:

1. To support sustained Alcohol Saturation enforcement in coordination with the national mobilizations.
2. To reduce the incidence of speed - related crashes by 10% to 16,280, associated fatalities to 223 and incapacitating injuries to 1,307 and 15% reduction in speed-related crashes in project communities by end of CY2004.
3. To reduce statewide incidence of driver-aggression caused crashes, fatalities and injuries by the end of CY2004.
4. To fund at least 3 rural speed enforcement projects in counties where the 2000 Injury/Death ratio was at least 30.0 and not to exceed 49.0 and where the County Sheriff's Department did not appear on crash data for other speed enforcement projects.
5. To continue funding a Brown County Community Traffic Team to produce general written guidelines for Traffic Team projects, including community support, activity and participation criteria, and document willingness and capability to financially support this project after highway safety dollars are expended.

Activities:

1. Coordinate the grant award process for Alcohol Saturation sustained enforcement projects covering the required areas of the state to overlap to the greatest extent possible with the process for award of speed and high-risk behavior grants.
2. Up to 15 Speed Enforcement Projects consisting of overtime enforcement, purchase of enforcement related tools or a combination of both
3. Up to 6 Rural Speed Enforcement Projects consisting of overtime enforcement, purchase of enforcement-related tools or a combination of both
4. Continue supporting the Brown County Traffic Team.

Resources: \$400,000 \$300,000 for wage and fringe (OT enforcement) for sustained enforcement projects; \$60,000 for speed/rural speed projects for OT enforcement, and or traffic enforcement equipment from approved list; \$40,000 for Brown County.

Self - Sufficiency: Grant recipients must provide plan for self sufficiency in project application.

Evaluation: Enforcement Activity Report Forms monthly BOTS administrative evaluation based on officer reporting on MV4000, Citation Form, and other reporting forms.